A LEADERSHIP STRATEGY SESSION

THE C-SUITE MINDSET™

STRATEGY WORKBOOK

A Six-Pillar Framework for Executive-Level Thinking

Welcome.

This workbook is your personal strategy session — designed to move you from thinking to deciding to committing. As we work through each of the six C's together, use these pages to reflect deeply, identify your most powerful pivots, and make the kind of promises to yourself that actually stick.

How to use this workbook:

- **Reflect:** Answer each prompt honestly. No editing. No performing.
- **Identify:** Choose your single most impactful strategy pivot for each C.
- **Commit:** Write your promise in specific, first-person, action language.
- **Share:** Be ready to share your top strategy with the room in 60 seconds.

THE SIX C'S AT A GLANCE

01 Clarity
Know exactly where you are going — and why.

02 Courage
Do the thing that scares you — that's where the business is.

03 Curiosity
Ask better questions. Build a better business.

04 Culture
The environment you create determines the results you produce.

05 Consistency
Showing up repeatedly is the strategy most people quit.

06 Choice
Everything is a choice. Especially the business you build.

01 Clarity

"Know exactly where you are going — and why."

REFLECT Answer honestly. Don't edit yourself.

1. **What is the ONE outcome I am most committed to in my speaking business right now?**

2. **Where am I currently operating without a clear direction, and what is it costing me?**

3. **What would change in my business if I got radically clear on my next 90 days?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful strategy shift I can make right now to create more clarity:

COMMIT Write your promise in specific, first-person, present-tense language.

Within the next 30 days, I will achieve clarity by...

Signature

Date

02 Courage

"Do the thing that scares you — that's where the business is."

REFLECT Answer honestly. Don't edit yourself.

1. **What bold move have I been avoiding that I know would accelerate my growth?**

2. **Where is fear showing up as 'strategy' in my business right now?**

3. **Who do I need to become in order to play at the next level?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful courageous pivot I will make in my business:

COMMIT Write your promise in specific, first-person, present-tense language.

The courageous action I commit to taking within 14 days is...

Signature

Date

03 Curiosity

"Ask better questions. Build a better business."

REFLECT Answer honestly. Don't edit yourself.

1. **What assumptions am I making about my market, my audience, or my value that I've never tested?**

2. **What would I try in my business if I knew I couldn't fail?**

3. **Who is 3 steps ahead of me, and what can I learn from how they think?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful way I will practice curiosity in my business strategy:

COMMIT Write your promise in specific, first-person, present-tense language.

I will stay in curiosity by consistently asking...

Signature

Date

04 Culture

"The environment you create determines the results you produce."

REFLECT Answer honestly. Don't edit yourself.

1. **What is the culture I am currently creating — in my brand, my client relationships, my team?**

2. **What values are non-negotiable in how I show up and do business?**

3. **What would my ideal clients say about the experience of working with me right now?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful culture shift I will make in how I operate or show up:

COMMIT Write your promise in specific, first-person, present-tense language.

I will intentionally cultivate the culture of my business by...

Signature

Date

05 Consistency

"Showing up repeatedly is the strategy most people quit."

REFLECT Answer honestly. Don't edit yourself.

1. **Where in my business am I starting strong but failing to follow through over time?**

2. **What does my ideal revenue require me to do consistently that I am not yet doing?**

3. **What system or structure would make consistency easier and non-negotiable for me?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful consistency practice I will build into my business:

COMMIT Write your promise in specific, first-person, present-tense language.

The ONE consistent habit or action I will execute every week is...

Signature

Date

06

Choice

"Everything is a choice. Especially the business you build."

REFLECT Answer honestly. Don't edit yourself.

1. **What choice have I been postponing that is keeping my business stuck?**

2. **Where am I letting circumstances make decisions that I should be making?**

3. **What is the one choice — if I made it right now — that would change everything?**

IDENTIFY Your single most impactful strategy pivot for this C.

The most creative/impactful choice I am making right now to activate all five C's:

COMMIT Write your promise in specific, first-person, present-tense language.

Starting today, I consciously choose to...

Signature

Date

My Strategy Synthesis

The six pivots I am committing to walk out of this room with:

01 Clarity

My pivot: _____

02 Courage

My pivot: _____

03 Curiosity

My pivot: _____

04 Culture

My pivot: _____

05 Consistency

My pivot: _____

06 Choice

My pivot: _____

★ **MY 60-SECOND SHARE**

The single most creative or impactful strategy I will share with the room:

_____

You didn't come this far
to only come this far.

The C-Suite Mindset™ is not a framework for one day.
It is a standard you hold yourself to every day.

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COMMIT
Put your promises
somewhere you see them daily

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One word. One choice. One standard.

CHOOSE.